

# NY Centre for Art, Building & Design

A division of the  
Western NY School of Real Estate



## INTRODUCTION TO HOME STAGING & REDESIGN

Home staging or interior redesign is fast becoming a whole new industry in the ever-expanding arena of home improvement. It's been rated one of the most recession proof businesses a person can start because home staging is needed regardless of the economic climate.

Redesign may take the form of simply rearranging a client's own accessories and furniture to completely transform a room. Sometimes new art and accessories are added, as well as a new wall color or area rug recommendation. The staging session can be as little as two hours to an entire day depending on the number of rooms. Redesign satisfies the need for artfully arranged and personally styled homes... in a short period of time.

Home Staging is not just decorating or fluffing as some say – it is detailing, de-cluttering, depersonalizing and preparing a seller's home to give it a "model home" appearance so that the potential buyer can "see" themselves living in the home. Home sellers and knowledgeable real estate agents understand that in order to get top dollar for their listings in the least amount of time, they need to use the skills learned in a professional home staging program.

## FORMAT

Our program includes core NYS approved course work and grants 10 hours of c.e. credit for NY real estate agents & brokers (only for the in-class part of the program). There is also an online component which is mandatory in order to receive your certificate in Home Staging & Redesign. Students may opt to take the online course only, however, a final exam with a passing grade of 70% is required.

Topics covered: what is staging & redesign, studying the competition, establishing budgets & priorities, methods to de-clutter & clean, remodeling choices, improving curb appeal, specific techniques to consider per room, a review of the most common design mistakes that home stagers make (and how to avoid them), considering the finishing touches & how to get your own staging business off the ground.

## WHY SHOULD YOU CONSIDER US?

Nationwide, there are dozens of schools and private organizations that offer training to become a Home Stager, however there are a number of things that separate us from the others...

1. We have been an accredited real estate school for over 17 years and are approved by a wide variety of entities including: the Veteran's Administration, Access VR (of the New York State Education Department) and the NYS Department of State Division of Licensing.
2. The in-class portion of the program includes presentations by local design professional(s) that present and answer real world situations and how they may be typically resolved..
3. Our faculty members are experienced State Certified Real Estate Instructors with substantial backgrounds in real estate sales, inspection, relocation and appraisal to name a few.
4. Most organizations expect you to pay an annual membership fee in order to keep your designation active. That is not the case at our school. .
5. We list all graduates on our web-site and publish in the local paper individuals that have completed the program thereby giving students at our school the maximum exposure to potential clients (as well as recognition).
6. Graduates earn the national designation, reMBA signifying real estate excellence in management, brokerage & agency and are entitled to use this credential forever. Visit our web-site for a list of individuals currently designated.

## CURRICULUM & FEES

- ◆ \*Contemporary Issues in Real Estate  
10 hrs. / \$99
- ◆ Professional Home Staging & Redesign Program  
20 hrs. / \$299
- ◆ Exam fee for distance learning  
students only (mandatory for distant learning) \$50

\*in-class program

## Program information for:

- Home Staging & Redesign
- Building Construction Technology



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www.wnyschoolofrealestate.org